

**SYSTEMS AND METHODS FOR PACKAGING, DISTRIBUTING AND
MANAGING ASSETS IN DIGITAL CABLE SYSTEMS**

ABSTRACT OF THE DISCLOSURE

5 Assets, such as content and related data are packaged, transmitted, received and
managed in a digital cable television system to standardize the distribution of content and
services from a content/service provider to subscribers in the system. The standardized
format for packaging content enables the digital cable system to package, transmit,
receive and manage diverse types of content, such as MPEGs, executable files, HTML
10 pages, and the like, using standard system components without requiring reprogramming
of the system to deploy new services. Service and content providers are freed from
having to develop custom formats for delivering content and data to the cable system.
Moreover, the standardized bundling of content and related data that is enabled by the
invention allows the cable system operator to automate the deployment of services based
15 on specific content and data to select subscribers.